

receiving at each remote device a <sup>streaming common</sup> ~~broadcast~~ message <sup>Programs Scheduled</sup> broadcast from the fulfillment system without consumer interaction, the message identifying a purchasable an item available for delivery in electronic form by consumer interaction with the broadcast message, wherein the broadcast message is transmitted from a fulfillment system to the remote devices using a first transmission medium;

~~permitting presenting~~ information about the item corresponding to identified in the broadcast message to be presented to the consumers;

receiving ~~an instruction~~ at a particular one of the remote devices associated with one of the consumers an instruction generated by the consumer's interaction with the broadcast message, wherein the instruction indicates the consumer's request to obtain a ~~purchasable~~ the item available for delivery in electronic form;

transmitting information from the particular remote device to the fulfillment system, wherein the transmitted information reflects the received instruction; and

~~providing delivering~~, by the fulfillment system to a device associated with the consumer associated with the particular remote device at which the instruction was received, the ~~purchasable~~ item requested for purchase by the consumer using a second transmission medium to deliver the requested item electronically, wherein the second transmission medium is different from the first transmission medium used for the broadcast message.

2. (original) The method of claim 1, further comprising the step of:  
maintaining at the fulfillment system a memory containing information associating each remote device with a consumer.

3. (Currently Amended) The method of claim 1, further comprising the step of:  
maintaining at the fulfillment system a memory containing data associating each remote device with information reflecting about a device associated with each consumer with which the fulfillment system ~~provides delivers purchasable items requested for purchase to such devices using a transmission medium different from the transmission~~

~~medium used for the broadcast message.~~

4. (Currently Amended) The method of claim 1, wherein the step of ~~providing~~ delivering the ~~purchasable~~ item electronically to the device associated with the consumer associated with the particular device at which the instruction was received, includes:

determining whether the consumer is permitted to ~~obtain~~ purchase the ~~purchasable~~ item.

5. (Original) The method of claim 4, wherein the determining step includes the step of:

accessing credit information associated with the consumer using a payment identifier associated with the consumer.

6. (Original) The method of claim 5, wherein the payment identifier is provided as part of the information transmitted from the particular remote device to the fulfillment system.

7. (Currently Amended) The method of claim 1, wherein the fulfillment system transmits and receives information relating to ~~purchasable~~ items available for delivery in electronic form to and from consumers using multiple transmission mediums.

8. (Original) The method of claim 7, wherein the fulfillment system maintains a database that contains information relating to a consumer's access to multiple transmission mediums.

9. (Original) The method of claim 1, wherein each remote device maintains a set of previously broadcasted messages for a predetermined period of time.

10. (Currently Amended) A fulfillment system for use in electronically transmitting

items to devices associated with purchasers, comprising:

means for receiving purchase requests from remote devices associated with remote ~~econsumers~~ purchasers, wherein each purchase request corresponds to a broadcast message ~~identifying an item~~ that is transmitted electronically from a broadcast component to the remote devices without any purchaser interaction, wherein the broadcast message identifies an item available for delivery in electronic form by the purchaser by interaction with the broadcast message and the broadcast message is transmitted using a broadcast transmission medium;

storage means for storing information correlating the remote devices associated with the remote ~~econsumers~~ purchasers with a set of ~~remote~~ client devices associated with the ~~econsumers~~ purchasers; and

10 means for transmitting, by a an electronic transmission medium different from the broadcast transmission medium, items in electronic form to the set of ~~remote~~ client devices associated with the ~~econsumers~~ purchasers in response to the received purchase requests generated by the purchaser's interaction with the broadcast message and based on the correlation information stored in the storage means.

11. (Currently Amended) The system of claim 10, wherein the storage means includes:

at least one table including an identifier for each remote device and data indicating a delivery address for transmitting items to the set of client devices associated with the ~~econsumers~~ purchasers in response to the received purchase requests.

12. (Currently Amended) The system of claim 11, wherein the data indicating a delivery address for transmitting items to the set of client devices associated with the ~~econsumers~~ purchasers in response to the received purchase requests, includes:

information ~~reflecting about~~ the electronic transmission medium for the transmitting means to transmit items in electronic form to each of the client devices.

13. (Original) The system of claim 10, wherein the transmitting means includes:  
means for accessing the storage means for select correlation information when the  
system responds to each purchase request.

14. (Original) The system of Claim 11, wherein the transmitting means  
includes:  
means for sending an item to each client device using the associated delivery  
address.

15. (Currently Amended) The system of claim 11, wherein the fulfillment system  
communicates with ~~econsumers~~ purchasers using multiple transmission mediums.

16. (Currently Amended) The system of claim 15, wherein the storing means  
further stores information relating to a ~~econsumers~~ purchasers access to multiple  
transmission mediums.

17. (Currently Amended) The system of claim 11, wherein each remote device  
comprises:  
storing means for storing a set of previously broadcasted messages for a  
predetermined period of time.

18. (Previously Amended) The system of claim 11, wherein the remote device is a  
set-top box.

19. (Cancelled).

20. (Cancelled).